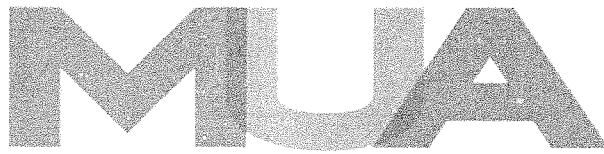


The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES/

BACHELOR OF MANAGEMENT AND LEADERSHIP

UCU: 101: PRINCIPLES AND PRACTICE OF MANAGEMENT

DATE: 14TH DECEMBER 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. DO NOT write on this question paper.
3. This paper contains SIX (6) questions.
4. Question ONE is compulsory.
5. Answer any other THREE questions.
6. Question ONE carries 25 MARKS and the rest carry 15 MARKS each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

LG ELECTRONICS LTD

In a bid to expand the market and boost sales, LG Electronics Ltd. identified institutional sales as a focus area in the calendar year 1999. It plans to triple the target turnover \$ 150 million from institutional sales. LG has honed its institutional sales strategy by identifying and proactively targeting five different segments to push the LG range : brand promotion; the welfare segment(factory workers and office staff); government sector; direct users(hospitals, hotels) and the canteen stores department(CSD) of the armed forces.

A distinct strategy has been tailored for each for each of the five segments. In brand promotion for example, the perceived value of products give as gifts is important, whereas for welfare segment, aspirational value, convenience, and easy financing are prime factors. Meanwhile, hotels represent a price sensitive segment requiring specially customized products.

Welfare: in this segment, LG is targeting a consumer base- the aspiration consumer, mostly factory staff- that most companies ignore but which has considered clout in terms of generation volumes. This segment is being targeted on the on the convenience and easy finance platform. LG has just tied up with another company for this purpose. Under the tie-up, LG will unit-wise cover the whole of that company. This amounts to over two hundred employees. This is a lucrative segment, claims LG, because of the high hit-rate, out of a potential base of 1000 factory workers, there is an assured sale of at least 10 to 20 percent.

Hotel segment, : in this segment, LG is targeting the five star and middle-level hotels (50-110 rooms)by offering customized products. eg. Auto volume leveler TV, cricket game TV model with internet,. LG claims to have sent out mailers to 1200 hotels.

in the government sector which operates through tenders LG expects to get a significant Order of between 200-300 TVS for the tourism industry and the primary schools in the rural areas. The company has five-member institutional Sales Division, with each devoted exclusively to one segment. the company is forecasting to expand its infrastructure to include 20 mobile vans with glass windows to display the product range. These vans are expected to cover at least 500km every month in both rural and urban areas.

Required:

- a) Basing your argument on the above case study, define the term forecasting
(2marks)
- b) Explain the significance of forecasting as adopted by the LG Electronics Ltd. above.
(4marks)
- c) Discuss the advantages and disadvantages of forecasting
(8marks)
- d) Highlight the merits of centralization
(4 marks)
- e) Comprehensive planning emerges as a relatively new concept in the current management arena. Discuss the limitations of planning.
(7 Marks)

QUESTION TWO

- a) Delegating is giving another the authority and responsibility to carry out a task. Discuss this statement showing the merits and demerits of delegating.
(10 Marks)
- b) Discuss the merits of using committees as an aspect of organization of firms.
(5marks)

QUESTION THREE

- a) Discuss any five principles of Total Quality Management (TQM) Approach to management.
(10 marks)
- b) Explain the rationale of doing job analysis in business firms.
(5 marks)

QUESTION FOUR

- a) Highlight the significance of control as a crucial aspect of management.
(5marks)
- b) Explain the hindrances to decision making as experienced in many business firms.
(10 marks)

QUESTION FIVE

- a) Using relevant examples, explain five ways the internal environment can influence the performance of a business.
(10marks)
- b) Discuss the relevance of human behavior approach to today's manager
(5 marks)

QUESTION SIX

- a) Using relevant examples, describe the directing role in management. (8marks)
- b) Describe the features of human relations approach of management. (7marks)